HA

Client Server Outsourcing Competitor Sales Model Questions

1. Who is involved in the outsourcing sales process? Number of people from the vendor? Titles? Roles & Responsibilities? What level of customer audience is being sold to?

2. How are these people organized? Reporting relationship?

3. How are these people compensated? Performance measured?

4. Are these people dedicated to the outsourcing business or are they involved with other businesses as well?

5. How do these people interact with product sales people?

6. Within the outsourcing business do these people focus on particular aspects of the business? Specific services, industries, geographies or accounts?

7. How is the delivery organization involved in the selling activity? How and when is the deal handed off to delivery?

8. What value of quota does each person carry? How many accounts do they work on at one time and over a course of one year?

9. What level of investment is being make in Outsourcing sales training? Dollar investments for tool or course development as well as time out of field for sales personnel? Are external training programs utilized or in-house developed programs? What methods of sales training are relied upon; CBT- computer based training, ILT- Instructor led training, or self-study modules?

10. What is the overall selling cost per deal? How is selling cost defined? What sales measures are relied upon?

11. How long has this structure of sales organization been in place? How has it evolved in recent years? Why?

INPUT

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From: Name: Sherry Swinty

Subject: Possible Custom Project for H-P

Confidential: Y/N
Urgent: Y/N

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File: Chron
Contact
Other:

The outsourcing group at HP wants help in developing a C/S Competitor Sales Model — these are some of their questions. It looks pretty involved — they want to know if I can help with this as a hotline inquiry or whether this would involve custom. What do you think? If custom, should they call Tom?

Thx,
Sherry

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Comments:

Here are the questions - if this looks like something you can assist with, please let me know.

Thanks

Susan

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